

GRAND SPRING OPENING

MONDAY MORNING.

AN EXPOSITION OF ALL THIS SEASON'S NOVELTIES

ONE HUNDRED PARIS AND NEW YORK PATTERN HATS, \$15 EACH.

OUR NEW SPRING CATALOGUE
For 1901 will be issued in a few days. Sent free to any customer outside city on receipt of name and address.

NEW 1901....

Silks, Black and Colored Dress Goods.

Fashion's Fairest Fancies—The Beauties of the New Season.

Every new creation in Silk and Dress Goods of merit and style is now ready for inspection. Summer Silks from Japan and China—New Printed Foulards and Satins and other silks mentioned below that you'll greatly admire, together with the very latest in Black and Colored Dress Goods—A showing that we're proud of—and at our well-known low prices.

New Spring Silks.

24-inch Satin in all the new pastel spring shades.....Yard **35¢**
24-inch Satin, splendid heavy quality, in white, cream and new rose and old blue shades.....Yard **50¢**
18-inch Taffetas, in all the new pastel and street shades, also in white and cream.....Yard **50¢**
12-inch Twilled Foulard, extra quality, all pure silk, beautiful small and large designs.....Yard **65¢**
20-inch Black Corded Taffetas, elegant waist material, mellow finish.....Yard **75¢**
24-inch Foulard Silks, in the two new shades of Rose and Reseda.....Yard **85¢**
24-inch Printed Satin Liberty, new designs in all the new colorings—some on white ground.....Yard **95¢**
21-inch All Pure Silk Satin, Duchesse, Satin Lumiere, Peau de Cygne, in all the beautiful spring colorings, including Reseda, Rose, Light Blue, Helle, Malte and also Black.....Yard **1.00**
24-inch Crepe de Chine in evening and street shades, also black in dorsal and zig-zag designs.....Yard **1.00**
21-inch EMBROIDERED LUMINEUX—White embroidered on rose, on blue, on yellow, on reseda, on silver gray; on castor, and many other beautiful colorings; also 22-inch Printed Warp Louisianais—Martha Washington and Minnet designs—only (y.d.).....Yard **1.35**
BLACK GREYDINES—44-inch, plain weaves, dots, small floral designs and applique effects—magnificent goods.....Yard **2.50, 2.00 and 1.00**

A SPECIAL FOR MONDAY.

SATIN FOULARDS—24 inches wide, in the best grade Satin finish twill of the most exquisite designs, in all colors—high-grade goods.....Yard **75¢**

COLORED DRESS GOODS.

ALL-WOOL FRENCH CHALLIES—300 pieces all new designs—latest colored grounds.....Yard **38¢**
SILK STRIPED CHALLIES—300 pieces, our direct importations of latest designs, in all colors.....Yard **33¢**
STRIPED WAISTING—Full range of colors with white cord stripes.....Yard **75¢**
ALBATROSS—38-inch, all colors, all-wool, soft, thin and clinging—will be in great demand this season; colors, Old Rose, Reseda and Tan.....Yard **39¢**
ARGENTINE—37-inch, washable and consumable, all-wool, fast colors, suitable for shirt waists, dressing gowns and tea gowns.....Yard **79¢**
SATIN PRUNELLA—42-inch, a splendid soft finish cloth in all colors.....Yard **75¢**
HENRIETTA—Best German make, fine glossy finish, all the new pastel shades.....Yard **95¢**
FRENCH VENETIAN—48, 50 and 55 inch, light, medium and heavy weight, full line of colors.....Yard **1.00**
BOLIVIAN—Silk and Wool Crepe, 45 inch—finest and newest thing on the market, all colors.....Yard **1.85**
LANSLOWNES and SUBLIMES—Silk and wool mixtures; 38 and 42 inches wide—light and dark shades—very desirable for shirt waists.....Yard **1.00**

BLACK DRESS GOODS.

CREPONS, 40 inch, in raised Mohair and Wool figures, splendid for skirts.....Yard **50¢**
CHEVIOTS, 40 inch, all wool, one of the best values that will be offered this season.....Yard **50¢**
FOURIED EPIQUELINE, 45 inch, raised Mohair figures, large and small designs, new and popular for shirtwaists.....Yard **75¢**
EOLIANNE CREPE—Silk and wool, soft and clinging; of beautiful finish.....Yard **1.85**
BROADCLOTHS and VENETIANS—50 inch—extra good values.....Yard **1.00**

Grand Spring Opening

—OF—

Boys' High-Grade Clothing.

The little fellows, together with older brothers, can be fitted out in stylish, dressy clothing at very small cost. How bright our Boys' Clothing looks—spic and span—smart. Goodness and style in every suit.

Boys' 2-piece Double-Breasted Suits, strictly all wool and in the newest of spring patterns, in Cheviots and Cassimeres—All sizes, from 7 to 16 years.....Opening Price **2.25**

Boys' Newest Style Top Coats—the Boulevard Box—newest spring shades in fine All-Wool Coats, cut in the latest and most correct style; every coat tailored—sizes 3 to 16 years.....Opening Price **3.95**

Boys' 3-piece Vest Suits—coat, vest and knee pants—sizes 8 to 16 years—latest spring patterns, in cheviots, worsteds and cassimeres, in navy blue, black and fancy mixtures—single or double breasted.....Opening Price **5.00**

Young Men's Suits—newest spring effects—the correct cuts for spring—the "West Point" and "Newport"—very stylish and up to date—all sizes, from 13 to 30 years and 30 to 37 chest measure—in navy blue, black worsteds and mixed cheviots.....Opening Price **8.95**

Advance showing Monday of Boys' Newest Washable Suits. Our complete sample lines now in. Orders can be placed now for future delivery. By selecting now you get choice of the best patterns.



TAILOR-MADE SUITS.

The styles are far more dressy than usual this season, short Eton and bolero effects prevailing in everything. These are intended to be worn open, and have in many cases vests of contrasting colors—blue with white or red vests, brown and castor with cheviots—color vests, green with tan vests, etc., are among some of the most effective combinations. The skirts are made 1 and 9 gore flare and graduated flounce and are mostly made with the tan back, although many of the finer ones are shown with the habit back.

Prices range from \$10.00 to \$75.00.

A SPECIAL OFFER.
Monday we offer a strictly Tailor-Made Eton Suit of all-wool pebble cheviot, in black, blue or brown, lined throughout with good taffeta silk and with attached bands of silk on coat and skirt.
Special Opening Price, \$15.00.



OUR GRAND OPENING

New Spring Millinery

Takes Place To-Morrow, Monday, March 4, to which every lady is cordially invited.

No Special Invitation Cards Issued This Year, but All Are Welcome.

In Order to Make This Opening a Memorable One We Shall Offer:

100 Genuine "New York" and Imported "Parisian" Pattern Hats

(no two alike), that cost us \$20.00, \$22.50, \$25.00, \$27.50, \$30.00, \$32.50 and \$35.00, the productions of such Millinery artists as Esther Meyer, Lewis, Suzanne Blum, Carlier, Caroline Reboux, Marescot Seurs, Virot & Berthe, Potyenne, Heitz-Boyer and Laurence.....**\$15.00 EACH.**

VERY IMPORTANT—Among these 100 Hats ARE 5 that actually cost us \$40.00 each. Now what lady can pick out one of these \$40.00 imported hats? Who can make the selection? We put them haphazard among the lot of 100, and the lady who chooses one of them gets it for FIFTEEN DOLLARS. What a remarkable, nay, stupendous Millinery offer—one, we venture to say, that was never before made in this or any other city in the country.....**\$15.00 only for a \$40.00 Pattern Hat**

THE EARLIER YOU COME THE GREATER CHANCE TO GET ONE OF THESE MAGNIFICENT HATS.

A magnificent line of Children's and Misses' Imported Hats—also a splendid selection of London Ready-to-Wear Hats, so stylish this season. A grand display of Roses, Foliage and Millinery Novelties of every description.

Out-of-Town Milliners Are Welcome to Inspect This Grand Array of Pattern Hats and Purchase Their Patterns Here.

GRAND OPENING DISPLAY

IN OUR GREAT CLOAK ROOM.

We Shall Show Advance Styles for Spring in Tailor-Made Suits, Costumes, Separate Skirts, Shirt Waists, Wraps, Children's Wash Dresses, Misses' Suits, Etc.

This showing will be the most extensive ever made so early in the season, and will embrace all that is new, novel and attractive. We would call your especial attention to the Princess Suits and Separate Skirts, something entirely new—they are the first shown in St. Louis.

ETON COATS.

Handsome Silk Eton Coats, in various effects, tucked all over and trimmed styles—\$25.00, \$18.75, \$15.00 and \$10.00.

Gowns and Costumes—All Imported Models.

Novelties in Foulard Silks, Black Net Dresses, Crepe de Chine Dresses, Nun's Veiling and Albatross Gowns, hand-some and exclusive styles, will be shown here Monday—prices **\$18.75 to \$125**

Come and get your pick in this Grand Opening.

BOX COATS.

Ladies' new Loose Box Coats of covert cloth, silk and satin trimmings, beauties—**\$15.00, \$10.00 and \$8.95.**



Grand Opening of New

Laces and Embroideries.

Every Novelty known to the trade is here. New French Vals, all widths and qualities, also in sets. New Torchons, real and imitation, in sets to match. New patterns in the ever-popular Normandie Val. Laces. Point d'Alencon in sets—all widths. Egyptian Galoons and Allovers, some with silver, some with gold—all beautiful effects.

In addition to the above New Goods, we offer:
150 pieces 30c and 40c Net Top Venice and Oriental Laces.....For **20¢** yard
60c Point d'Alencon.....**28¢** yard
60c 100 Arablan, Oriental and Cluny Laces.....**35¢** yard
\$1.00 and \$1.25 Oriental Laces, beautiful patterns.....**40¢** yard
\$1.50 Point Laces, in exquisite patterns.....**50¢** yard

Embroideries—Every conceivable width for Infants' and Misses' Dresses, and all uses to which Embroideries can be put, besides thousands of pieces bought from the Great Auction Sale, by order of Deob & Klauber of New York City, and which we continue in conjunction with our Grand Opening in our Basement and in our regular Embroidery Department.

50 Cambric Embroideries—Auction Sale Price.....2c yard
50 Cambric Embroideries—Auction Sale Price.....3c yard
100 Cambric Embroideries—Auction Sale Price.....5c yard
120 Cambric Embroideries—Auction Sale Price.....6c yard
150 Cambric Embroideries—Auction Sale Price.....7c yard
200 Cambric Embroideries—Auction Sale Price.....10c yard
250 Cambric Embroideries—Auction Sale Price.....12c yard
300 Cambric Embroideries—Auction Sale Price.....15c yard
400 Nainsook Embroideries—Auction Sale Price.....18c yard
500 Nainsook Embroideries—Auction Sale Price.....20c yard
600 Nainsook Embroideries—Auction Sale Price.....25c yard
700 Nainsook Embroideries—Auction Sale Price.....30c yard

New Parasols.

Opening Display and

Special Sale of Fine Imported Parasols

THIS WEEK.

We put on sale Monday a large shipment of high-class imported dressy Parasols, all French and English make, having all these little marks and distinguishing chic features of the foreign make about them which a lover of the artistic and beautiful will appreciate.

These beautiful Parasols were imported by a large Philadelphia maker to get ideas from for their own production, and having served their purpose, having gotten their money's worth out of them in the way of ideas, they sold us the entire lot (about 100 pieces in all) at 50 cents on the dollar of actual cost prices. And as an opening aid for our Parasol Department we will sell the entire lot this week at exactly the same rate, viz., 50 cents on the dollar—one-half the price they cost to land in America.

Here Are the Prices:

Parasols that cost to import \$12.00 we sell for.....**6.00**
Parasols that cost to import \$12.50 we sell for.....**6.25**
Parasols that cost to import \$14.00 we sell for.....**7.00**
Parasols that cost to import \$15.00 we sell for.....**7.50**
Parasols that cost to import \$18.50 we sell for.....**9.25**
Parasols that cost to import \$20.00 we sell for.....**10.00**
Parasols that cost to import \$23.50 we sell for.....**11.75**
Parasols that cost to import \$24.00 we sell for.....**12.00**
Parasols that cost to import \$25.00 we sell for.....**12.50**
Parasols that cost to import \$28.50 we sell for.....**14.25**
Parasols that cost to import \$30.00 we sell for.....**15.00**
Parasols that cost to import \$32.00 we sell for.....**16.00**
Parasols that cost to import \$35.00 we sell for.....**17.50**

These are the actual prices, and first come will get the pick of the lot. We would say that in view of the coming popularity of costumes and dressy gowns of all sorts this season, this is a grand opportunity, as no lady can be well dressed this season without a parasol.

Handkerchiefs.

We have the largest Handkerchief Department in St. Louis—Linen Handkerchiefs from Belfast, Ireland; Swiss Embroidery Handkerchiefs from Switzerland, in every novelty known.

Ladies' Fancy Handkerchiefs in all the new lace edges and embroidered designs—ment.....**15c and 10c** each

Ladies' Handkerchiefs, most exquisite patterns in lace designs, fancy Swiss scalloped, hand-embroidered and hemstitched, patterns that you'll greatly admire.....**25c** each

A beautiful assortment of Ladies' Handkerchiefs, lace edges, embroidered scalloped, hemstitched and embroidered—an assortment that comprises the.....**50c** each

A magnificent showing of Ladies' Handkerchiefs—exquisite patterns in fine point lace designs, elegant lace edges, daintily embroidered effects; new patterns in burnt-out edges, all selected with greatest care.....**75c to 10.00** each

Ladies'.....

Muslin Underwear and Silk Skirts.

All the novelties of the Spring Season in both Muslin Underwear and Silk Skirts—among the latter the new black and white stripe Skirts, which will be all the rage this season.

Dainty Muslin Long Cloth Gowns, trimmed with real Val lace—some with Swiss embroidery; also fine.....**1.00 to 5.50** each

Corset Covers—French and other equally attractive styles—some with.....**25c to 3.95** each

Ladies' Drawers—A magnificent line, all beautifully trimmed, umbrella style, made of very fine.....**50c to 3.25** pair

SKIRTS—Some rare beauties, elaborately trimmed with beautiful laces and embroideries, made of very sheer cambric and long cloths, umbrella style.....**1.50 to 25.00** styles

A magnificent line of Underwear for Trouseuses—every kind of lace-trimmed garments, from the lowest price to finest made. Children's Dresses—also beautifully trimmed with embroidery and lace—for ages 1, 2 and 3 years.



Special Announcement.

We have pleasure in announcing that Mrs. Marks, of New York City, expert corset fitter and demonstrator, who has every day the past week been fitting, without charge, and demonstrating the superior merits of the celebrated

American Lady CORSETS

in our Corset department, will continue giving her valuable services free of charge up to and including Saturday next.

IN ADDITION TO OUR GRAND DISPLAY OF THE "AMERICAN LADY" CORSETS WE ARE SHOWING OTHER CORSETS, SUCH AS

The Celebrated Bon Ton, straight front and bias gored,
A new production this season that every lady should see.
J. B. Fancy Silk Brocade Corsets; C. B. Low Cut;
P. N. Fancy Satin; Thompson's; P. D. Donita and R. & G.
ALSO THE NEW SILK RIBBON DIDDLE CORSET.

A Regular Fairland of Ribbons

Will Be Seen at Our Spring Opening.

Beautiful Spring Ribbons of almost every width and color and shade, plain or elaborate. Our Ribbon Department is full of them. It's reception time, commencing Monday. Come and see them whether you want to buy or not.

FANCY HAIR RIBBONS—Plaids, Taffeta Hemstitched effects, plain narrow Taffetas, fancy narrow warp prints.....from 50c yard down to **5c**

NEW SPRING COLORS in wide high luster TAPETTES, not a new spring shade missing.....**17c and 12c** yard

FANCY RIBBONS in fine embroidered effects, satin striped plaids, fine warp prints, hemstitched effects, Corded Taffetas with hemstitched edges,.....from 50c yard down to **15c**

BRILLIANT MARVELLEUX RIBBONS—Wide, soft Ribbons that will be much sought after this season, in all the newest and.....**50c** yard

BLACK VELVET RIBBONS, all widths, 1/2 inch to 4 inches—best makes and choice from great assortment.....**50c** yard down to **3 1/2c**

Spring, 1901.

Ladies' Kid Gloves.

A great display of our newest importations of the celebrated "Trefousse" Kid Gloves—the best made in France, the best sold in America. We are the sole agents for St. Louis. Stock complete with all the latest spring shades and colorings.

THE "DOROTHY"—Our special make—Fine French Kid, patent clasp, Paris point embroidery, sizes 5 1/2 to 7.....**1.50** pair

THE "SAN REMO"—"Trefousse" make, plique sewn in Glace or Suede—2 patent clasps at wrist and Paris point embroidery—For street or evening wear.....**1.50** pair

"OUR SOUVENIR"—"Trefousse" make, Glace Kid—Fine over-sewn and sewn, with patent clasps and newest embroidery effects, all sizes—For street or evening wear—also white, pearl and black.....**1.65** pair

THE "ELAINE"—"Trefousse" extra quality Glace Kid—Glove-over-sewn and sewn, with patent clasps and newest embroidered effects.....**1.85** pair

THE "NINON"—"Trefousse" make—A splendid quality Suede plique sewn—Kid Glove, with London point embroidery.....**1.85** pair

All Our "Trefousse" Gloves Fitted to the Hand and Satisfaction Guaranteed.

NEW WASHABLE PIQUE SEWN KID GLOVES, in English and red—Will withstand perspiration and water, and after washing according to directions will regain their original luster and pliability.....**1.50** pair

Full line of Misses' and Children's Kid Gloves—Over-sewn or plique sewn.....**\$1.10, \$1.00, 95c and 75c** pair

Our Infants' Corner

Has Not Been Overlooked.

We are showing many novelties—beautiful little Reefers in Venetian Cloth, silk braid trimmed and pearl buttons; Bedford Cord Reefers, cream colored, trimmed with shirred ribbon and novelty braid; Short Bedford Cord Coats in new dainty designs, etc.

YOU MUST SEE our new Silk Bonnets, embroidered and beautifully trimmed in lace.

Pretty Little Cashmere Sacques, embroidered, with new sleeve and tastefully ribbon trimmed; all colors.

An immense variety of Love Cloaks and Silk Caps for the wee wee babies. This department is always complete with beautiful, dainty outfits for infants.

Grand Spring Opening of

Linens and White Goods.

Linens.

All Pure Linen Glass Towelling, stripe and plaids—just the thing for aprons and Boys' Shirt Waists.....**10c** yd

Damask Napkins—Bleached—a remarkable value at.....**60c** doz

Pattern Cloths—All linen, 2 1/2 yards long, pretty patterns, grand value.....**1.35** each

Silver Bleached all-linen Table Sets—2 1/2 yards long—dozen Napkins to match.....**4.25** set

Pattern Table Sets, all pure linen cloth, 72x90 inches, with 23-inch napkins to match.....**4.75** set

White Goods.

Now is the season when clean, fresh White Goods look so refreshing. We have the best stock it was ever our privilege to show.

A New Fabric This Season. Washable Grenadines, in pure white, white and black, all black, pink, blue, lavender and green.....**50¢** yard

French Lawns and Washable Chiffons, 47 inches wide, sheer and very beautiful.....**40¢** yard

Persian Batistes, 47 inches wide, very sheer—splendid wash fabric.....**20¢** yard

Novelty Lace Lawns, in white or solid black—splendid for shirt waists or dresses.....**35¢** yard

An immense stock of Fine Swisses, Embroidered Swisses, Mercerized Swisses, etc., in all the new shades of this season.

B. NUGENT & BRO. DRY GOODS CO., Broadway, Washington Avenue and St. Charles Street